



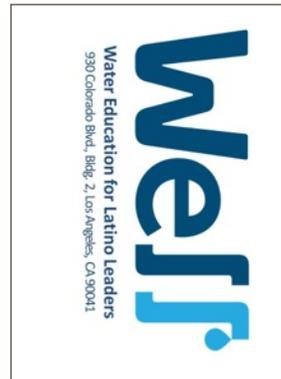
Former Secretary of Labor Hilda L. Solis speaks on access to safe drinking water



Hundreds of elected officials and others attended WELL Conference 2013



Former Los Angeles Mayor Antonio Villaraigosa delivered the keynote address to the conference attendees



WELL

You are Invited

To The
Water Education for Latino Leaders

CONFERENCE 2014

March 27 - 28, 2014

**Holiday Inn Capitol Plaza
300 J Street
Sacramento, CA 95814**

www.latinosforwater.com

**Victor Griego
(323) 349-0661**

CONFERENCE PARTNERS



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Water Education for Latino Leaders

WELL is convening a statewide educational water conference March 27-28, 2014 in Sacramento for California local elected officials. The WELL Conference provides a forum for basic information about California water history, infrastructure and finance. Our hope is to facilitate understanding toward comprehensive long-term water policies that will sustain California's economy and quality of life.

The WELL Conference will feature keynote speakers in the morning, lunch and at the end of the conference who will address major policy trends and issues related to water.

Four "sessions" will provide attendees with basic information about California water history, infrastructure and finance. Much preparation goes into organizing the sessions so that information is easy to understand and provides for participant questions and answers. Presenters include local elected officials who also happen to be experts in water policy. The final session will "cross-educate" water officials about the emergence of a new generation of California leadership that is increasingly Latino, Asian and overall diverse including more women in decision making roles and why their well-informed participation is essential to California Water Policy.

WATER EDUCATION FOR LATINO LEADERS

A WATER CONFERENCE FOR CALIFORNIA LATINO LEADERS—WHY NOW?

Water is one of the most important and expensive public policy issues facing California that will impact our state's economic development and growth. Yet local Latino leaders have been virtually absent as voices of leadership and typically have little background knowledge in the water policy arena.

Currently, there are more than 27 Latino state elected officials on the periphery of the water policy debate in Sacramento and more than 700 local Latino water district directors, county supervisors, mayors, and city council members who should be vigorously engaged in various levels of water policy decision making. These officials are the target audience for the Conference.

Increasingly, these Latino decision makers are facing the daunting challenge of balancing the need for repairs to a dilapidated local water delivery infrastructure while ensuring equitable water rates. The WELL conference will arm this new generation of policy makers with the information they need to form strategies that will protect the environment while balancing the interests of agriculture, industry, and urban populations, all with the aim of ensuring a clean and safe local water supply.

HOW WILL THE WELL CONFERENCE IMPACT THE DECISION MAKING GAP IN CALIFORNIA WATER POLICY?

In California, water policy issues are often isolated in traditional pockets of urban, agricultural, or environmental interest. The WELL Conference format has moved beyond this "silo" approach to develop a more fluid and connected circle of understanding that accounts for water supply and delivery, flood control, urban runoff, and protection of water quality, all while balancing the interests of agriculture, industry, and individual consumers.

WELL will convene a statewide educational conference for California's state and local Latino elected officials as a forum for developing a base of basic knowledge to facilitate comprehensive and long-term water policies that will result in equitable and sustainable actions. This will facilitate a thriving economy and ensure a sustainable environment and public health improvements. In addition, future forums will be convened to continue empowering these Latino leaders.

FEEDBACK FROM WELL 2013 ATTENDEES

On March 21–22, 2013, more than 150 Latino leaders attended the WELL Conference at the Sportsmen's Lodge in Los Angeles, which provided them with baseline knowledge about California's water system. Featured were keynote speakers Hilda Solis, former U.S. Secretary of Labor, and Los Angeles Mayor Antonio Villaraigosa.

A majority of attendees surveyed about WELL 2013 responded positively, enthusiastically suggesting there should be a second conference. A councilmember from Northern California stated, "The WELL Conference was history in the making." Paul Philips, the Deputy Director of the California Contract Cities Association (a WELL partner) proclaimed, "This was one of the best seminars I have had the opportunity to attend."